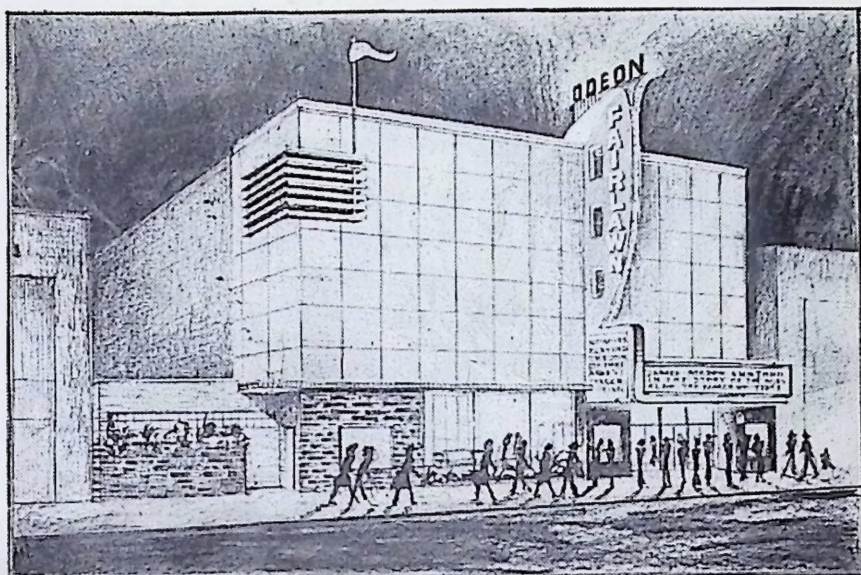


# CANADIAN PICTURE PIONEERS

## BENEFIT PREVIEW SHOW

AT THE



## FAIRLAWN THEATRE

(Corner Fairlawn & Yonge Sts.)

Thursday, August 14th

at 8:30 p.m.

Proceeds in aid of Canadian Picture Pioneers



SOUVENIR PROGRAM

1947

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*It is a genuine pleasure and a privilege to donate tonight's motion picture program to further your worthy benevolent endeavors.*

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"HUNGRY HILL"  
"ROOT OF ALL EVIL"  
"GREAT EXPECTATIONS"  
"MY HEART GOES CRAZY"  
"THE YEARS BETWEEN"  
"A PLACE OF ONE'S OWN"



# CANADIAN PICTURE PIONEERS

PRESENT

Through the courtesy of

EAGLE-LION FILMS OF CANADA LIMITED

THE

J. ARTHUR RANK PRODUCTION



SALLY GRAY  
ROSAMUND JOHN  
TREVOR HOWARD

and presenting ALASTAIR SIM *as Inspector Cockrill*

## Green for Danger

Produced by FRANK LAUNDER & SIDNEY GILLIAT

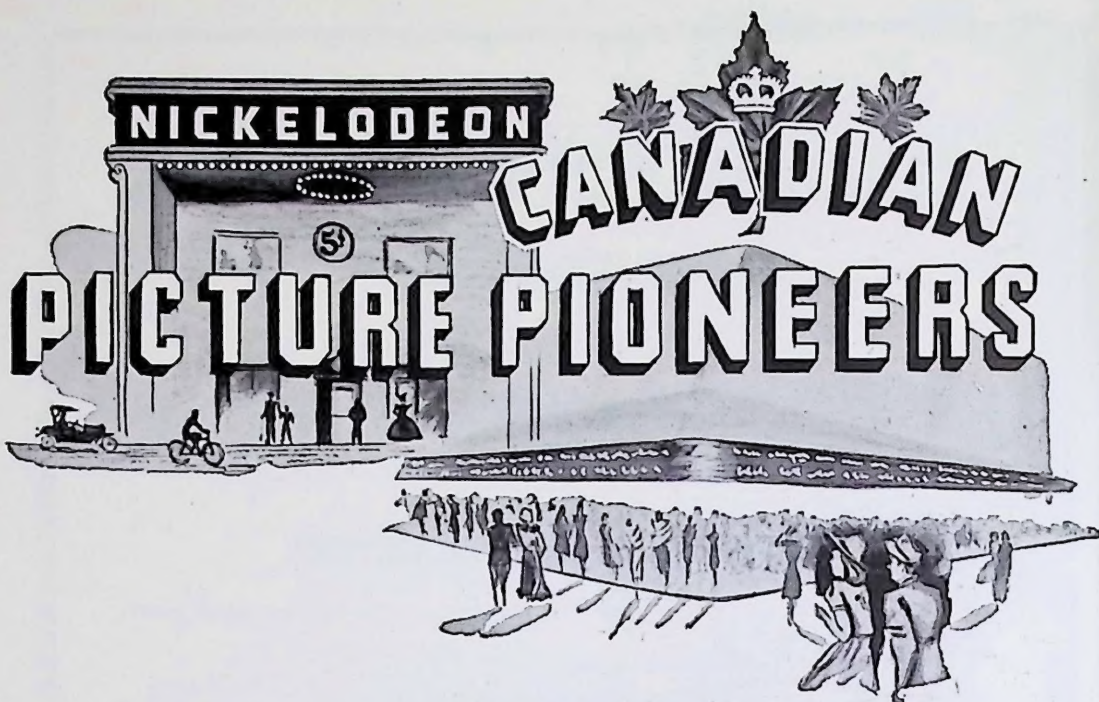
Directed by SIDNEY GILLIAT

AN INDIVIDUAL PICTURE

WITH LEO GENN  
JUDY CAMPBELL  
MEGS JENKINS







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President, Odeon Theatres of Canada Ltd.

Each newly constructed Odeon theatre is planned as an institution dedicated to furthering the pleasure, health and happiness of its patrons. We employ the most capable architectural and engineering skill to make each new Odeon theatre a restful retreat where care and worry are forgotten in an atmosphere of courtesy, friendliness, beauty and comfort.

The modern theatre has advanced a long way from the store show of early days. Much of its advancement is due to the constant study and solution of its many problems by the men who first introduced the motion picture on screens in Canada. These men are members of the Canadian Picture Pioneers, an organization in which a benevolent and brotherhood spirit is instilled in men of years who still have young hearts.

It is to these men that Odeon Theatres to-night pays tribute. We are proud to donate the Fairlawn Theatre and its complete services for this pre-opening performance to the Canadian Picture Pioneers.

J. EARL LAWSON, President,  
Odeon Theatres of Canada Ltd.

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for their generosity in donating

**THE FAIRLAWN THEATRE**

and

**"GREEN FOR DANGER"**

for a

Canadian Picture Pioneers

Benefit Preview Show

•



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# THE FAIRLAWN STORY

Canada's most modern theatre, the "Fairlawn," will be officially opened on Friday evening, August 15th, at 8:30 P.M. Situated on the west side of north Yonge Street at Fairlawn, the theatre will be one of Canada's first post-war theatre projects to incorporate the many and varied structural and technical advances of recent years. The Fairlawn has been designed and built by Odeon Theatres of Canada Limited, who will operate it as part of their Dominion-wide theatre circuit. It is the company's first Toronto theatre.

Prior to the official opening August 15th, a special preview premiere showing is being presented by the Canadian Picture Pioneers to-night in aid of their benevolent fund. For this special showing, Odeon Theatres of Canada Limited have donated the theatre and staff. Eagle-Lion Films of Canada Limited have donated the new J. Arthur Rank production, "Green For Danger."

The Fairlawn Theatre is strikingly simple in design, giving it a dignity and attractiveness wholly in keeping architecturally with Toronto's most modern structures, and yet by use of such materials as river stone, lime stone, and glass, it is in keeping with the residential districts in which it is located.

The visual front which is a result of the expansive use of glass areas without the usual obstruction, has been utilized for the first time in theatre construction in Canada. This method of architecture permits passers-by to view the activity and constructive beauty of the lobbies and inner foyers.

The interior decoration scheme is simple yet effective, showing the results of imaginative planning that is in all ways functional, as well as eye-appealing. The coloring and lighting arrangements in the interior of the theatre itself enhance the screen presentation by clever application of artistic and scientific research.

The auditorium and balcony, although sufficiently large to take care of a much greater number than the 1195 seats which the theatre contains, gives the impression of spaciousness which, indeed, it has. The actual seats used in the new Fairlawn are completely cushioned. They are wider, and are so spaced that they give more than the usual amount of leg room, measuring 34" back-to-back.

Year-round air-conditioning will be a feature of the new Fairlawn with Canada's first installation of a new type refrigerated cooling, which permits of constant circulation of water-washed, pre-cooled air to keep the temperature at a healthful, even level.

The new British projection and sound systems that are installed in this new Odeon theatre, have been acclaimed in engineering circles as the finest equipment of its kind in the world. The Fairlawn installations will be the first in Canada and have been made by Gaumont-Kalee. The has a realism and clarity that presents speech and music with a faithfulness that greatly enhances the sound presentation. The brilliance of the picture itself will also contribute greatly to the pleasure of the patron, and every tone and shade that has been captured by the motion picture camera in the production will be shown in true detail in its projection.

There are many other features that have been incorporated to make the Fairlawn the last word in a modern motion picture theatre. One of these unusual features is carpetting, which will completely cover the entire floor area so that even under seats there will be carpetted comfort.

The Fairlawn in Toronto will be truly Canada's most modern motion picture theatre, setting a new high standard in theatre design and construction for the ultimate in patron convenience.



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Extends its Best Wishes

to the

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In Appreciation of this company's co-operation

in donating The Fairlawn Theatre

for a

Pioneers Preview Benefit Show



**LOUIS ROSENFELD**

Canadian General Manager, Columbia Pictures  
and a member of the Canadian Picture Pioneers





**JOHN J. FITZGIBBONS**  
Public Relations Officer

BEST WISHES TO THE  
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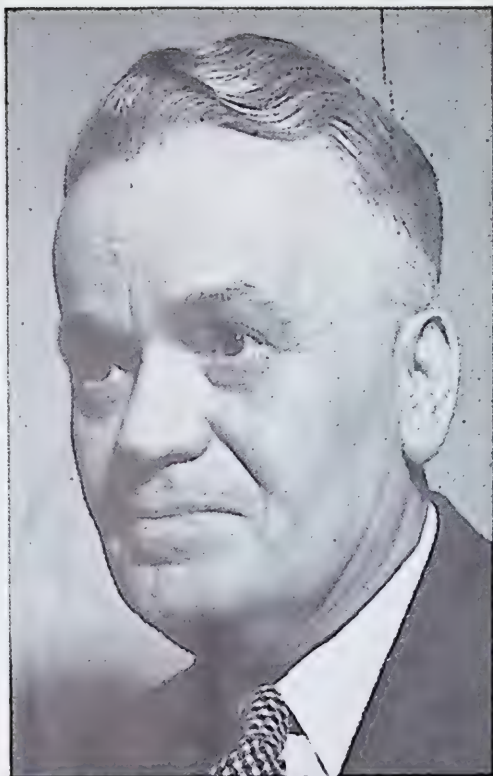


**LEN BISHOP**  
Chairman, Entertainment Committee



**Piped in Persian Lamb . . .** the square collar spreads shoulder wide  
and yoke deep . . . the pockets turning a neatly rounded hip  
toward a new season. From the August presentation of Winter coats at  
**EATON'S**





**BEN CRONK**

Assistant Chairman  
Entertainment Committee

\* \* \*

**HOWARD ELLIOTT**

Manager, Fairlawn Theatre

Howard Elliott was born and educated at Lindsay, Ont. Shortly after completion of high school he left for the United States and covered the 48 States in a varied entertainment field career.

Coming back to Ontario from Seattle in 1939, he managed the Beverly and Radio City Theatres in Toronto. In January, 1944, he went to Garson and Laine in Montreal, and remained at the Verdun Palace when the circuit was taken over by Odeon Theatres.

In December, 1945, he was transferred by Odeon to Toronto, where he managed the Paradise Theatre. He remained in this position until his recent promotion to the new Fairlawn.

He is married, has no children, but has a fine cocker spaniel.

## THANK YOU

On behalf of the officers, the executive, the members of the Canadian Picture Pioneers, and the trustees of the Benevolent Fund, we extend our thanks to our guests here this evening, who have, by their presence, indicated their support of our association.

To our advertisers, our appreciation and thanks for their greetings, and their contributions to our fund. Our thanks also to the Pioneers who gave so much of their service in making this event successful, and those members of our motion picture industry who have not yet reached the age of becoming Pioneers, but who have co-operated so splendidly in these instances. We particularly single out for our appreciation, Pioneer Ben Cronk; Pioneer Clare Appel; Pioneer Charles Mavety; Pioneer Don Gauld; Pioneer Bill Reeves; Pioneer Bill Redpath; Pioneer, the Hon. Earl Lawson; Pioneer Frank Fisher; Pioneer Win Brown; and members of our sub-committee, Harold Kay; Larry Graburn; Howard Elliott; Johnny Poole; Arch. Jolley; Bert Wilkes; Dorothy Phillips; George Oullihan; James Cowan and Tom Hunter.

To J. Arthur Rank and to Odeon Theatres of Canada, Ltd. and Eagle-Lion Films, Limited, our thanks for their gift of the Fairlawn Theatre and staff, for the purpose of this preview showing, this evening, and also the gift of the entire screen performance, including "GREEN FOR DANGER".

We also wish to thank Photo Engravers for their splendid co-operation; Roly Young of the Globe and Mail; Jack Karr, of the Toronto Daily Star, and Helen Allen, of the Toronto Evening Telegram, the Film Weekly and the Canadian Moving Picture Digest.

**RAY LEWIS**

Secretary-Treasurer,  
Canadian Picture Pioneers

\* \* \*

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# Highlights In The History Of The Canadian Picture Pioneers



**THE LATE CLAIR HAGUE**  
**First President and Co-Founder**  
**The Canadian Picture Pioneers**

The Canadian Picture Pioneers were organized in 1940. The founders were Clair Hague, Oscar Hanson, Syd Taube, Ben Cronk and Ray Lewis.

## **OBJECTS**

1. To create and promote friendly relations amongst those who have been or are engaged in or who have been or are actively connected with the motion picture industry;
2. To create and promote friendly relations and understanding between the public and those engaged in or actively connected with the motion picture industry;
3. To aid those in need who were formerly in and part of the motion picture industry, without in any way expecting or requiring the persons in receipt of such assistance to purchase or pay for such assistance either by contribution, donations, assessments or otherwise.

On May 9th, 1940, District Branches of the Canadian Picture Pioneers, across the Dominion of Canada, were formed.

On June 18th, 1940, the "Win The War" campaign committee was organized with the late N. L. Nathanson as chairman.

On May 19th, 1942, the "War Services Committee" was organized with the late N. L. Nathanson as chairman, the late Clair Hague as vice-chairman and Ray Lewis, secretary-treasurer, as a sub-committee of the Pioneers.

On February 12th, 1943, the Canadian Picture Pioneers Benevolent Fund was formed and the trustees appointed were as follows: Oscar Hanson, Charles Mavety, Ray Lewis and George Beeston.

On February 12th, 1943, the Canadian Motion Picture War Services Sub-Committee of the Pioneers, with the blessing of the Pioneers, became a separate



---

national association, and a Motion Picture Section of the National War Finance Committee. Several of the Pioneer Board Members on the executive of the War Services Committee, and those who were officers, also remained as officers of the War Services. The Pioneers District Branch officers and the entire Pioneers organization gave its services to the Canadian Motion Picture War Services Committee, which it was responsible for forming.

The Canadian Picture Pioneers is an unique organization in that eligibility for membership means twenty-five years of active participation in motion pictures. Its Benevolent Fund takes care of all emergency appeals which are directed to it, and through its district branches, through exhibitor and distributor associations. Emergency Aid is given to all those associated with the motion picture industry.

We pay funeral expenses of deceased members of the motion picture industry when the deceased has no family with funds to take care of such an emergency. We take care of members of this industry who require hospitalization; who are in need of funds to tide them over lapses of employment, and we take care of associates of our industry, who, because of old age, are out of employment and are in need of funds to cover clothing and living expenses. Our services cover the entire Dominion of Canada and take on a variety of form. All cases are thoroughly investigated and the emergency aid appeal is given immediate attention. We are the only organization of its kind in the Dominion of Canada, whose work is directed particularly in the interest of those who need our help and who are associated with motion pictures.

The Canadian Picture Pioneers, during the war years, directed its services principally in war service activities, being responsible for the "Win the War" campaign, through which we sold over one million dollars worth of War Savings Stamps. A benefit show was organized through which we were able to forward \$25,000.00 to the British Bombed Victims' Fund. We, also, were the organizers of the Canadian Motion Picture War Services which became an integral part, through the Motion Picture Section, of the National War Finance Committee, and the War Services Committee worked with the National War Finance Committee in all the Victory Loan campaigns and with all war service committees in their respective war work.



**JACK ARTHUR**

Vice-President  
Canadian Picture Pioneers

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Publicity Director

\* \* \*

*To My Fellow Pioneers:*

*Good Luck and Prosperity*

*Good Service*

*To the Whole Industry*

*and*

*Good Fellowship*

**CHARLES MAVETY**

\* \* \*

\* \* \*

*Compliments to*

**Canadian  
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*Best Wishes*  
to  
*Canadian Picture Pioneers*  
Keep up the good work  
of Benevolence

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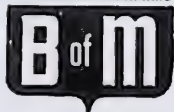




## ALASTAIR SIM

The son of an Edinburgh J.P., Alastair Sim was born on 9th October, 1900, in Edinburgh, and educated at the James Gillespie School and at Edinburgh University. At one time he was a Professor of Phonetics at New College, Edinburgh University. His first screen appearance was in "Riverside Murder," and he has appeared in numerous roles since. His favourite role was in "Inspector Hornleigh on Holiday." Alastair was married in 1930 to Fiona Plaskitt, winner of the Meggie Albanesi Scholarship in the Royal Academy of Dramatic Art. They have one daughter, Merlith, aged five and a half. One of Alastair's favourite pastimes is playing chess, and this is very typical of him, for he has a very deep-thinking personality and always fights shy of publicity.

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of life since  
1817

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MONTREAL**

**To Our Fellow Pioneers  
Greetings**

*May Our Membership Grow  
with the  
Prosperity of Our Industry  
And wherever we grow  
Let's put on a good show.*

\* \* \*

**PIONEERS  
SAM BLOOM & SAM FINE**  
and other Pioneers in the B & F Circuit

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## ROSAMUND JOHN

Rosamund John is titian-haired and has blue-grey eyes. She was born on the 19th October, 1913, in Tottenham, North London, and attended the Tottenham Drapers Company school. Her first screen appearance was in "The Secret of the Loch," and her favourite film part was in "The Way to the Stars." Her films also include "The Lamp Still Burns." Rosamund is married to Film Editor Hugh Russell Lloyd, and they have one son, John Howard Patrick, born 31st July, 1945. They live in a charming old-world cottage at Stoke Poges, the village which was the setting for Gray's Elegy. Rosamund is considered a most energetic screen star, both off the set as well as on. She has never yet been seen idle, but is always writing, crocheting, sewing or reading in spare studio moments.

The Pioneer Members  
of  
**THEATRE HOLDING  
CORPORATION**

**PIONEERS**

**JULE ALLEN, HERB ALLEN**

\* \* \*

*Extend their best wishes to the  
Canadian Picture Pioneers,  
whose benevolent services to the  
Motion Picture Industry  
in Canada,  
we sincerely appreciate.*



GREETINGS TO  
**CANADIAN  
PICTURE  
PIONEERS**

There is always a good word  
to be said for  
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*Good Luck*

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*to the Pioneers*

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## TREVOR HOWARD

Descended from the Scottish hero, William Wallace, Trevor Howard was born at Cliftonville, Kent, on 29th September, 1916. He was educated at Clifton College, Bristol, and trained for the stage at the Royal Academy of Dramatic Art. During the war he served in the ranks for two years and took part in the landings on Norway and Sicily. Later he rose to the rank of Acting Captain in an Airborne Division. Trevor's first screen appearance was in "The Way Ahead." His best remembered performance however, was in "Brief Encounter," and his acting in this film was widely acclaimed. Since then he has appeared in "I See A Dark Stranger." Trevor married actress Helen Cherry on September 8th, 1944 — they met when appearing together in the successful play, "A Soldier for Christmas."

## ASSOCIATED SCREEN NEWS

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PIONEERS

*from*

*CANADA'S PIONEER COMPANY...*

FAMOUS PLAYERS

*27 Years of Leadership in Canada*





## SALLY GRAY

Blonde-haired, hazel-eyed Sally Gray was born on 14th February, 1918, in London, where she has spent all her life. She comes from a theatrical family, her mother having been a Drury Lane ballet dancer, her grandmother a famous principal boy, and her great-grandmother was also on the stage. Sally's acting abilities were apparent at a very early age and when 12 she began her training at the Fay Compton studio of dramatic art. Her first screen appearance was in "The Saint in London," starring George Sanders, but her best known film— and also her own particular favourite — was "Dangerous Moonlight" in which she played opposite Anton Walbrook. She gained a recent screen success as the lovely young ballet dancer in "Carnival," starring with Michael Wilding.

*"I speak truth, not so much  
as I would, but as much as  
I dare, and I dare a little  
thus more, as I grow  
older."*

—MONTAIGNE

\* \* \*

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Best Wishes to  
**Canadian**

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